

kynect ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

March 19, 2015

Call to Order and Roll Call

The twenty-second meeting of the Education and Outreach Subcommittee was held on Thursday, March 19, 2015, at 10:30 a.m. in Conference Room D at the Kentucky Office of the Health Benefit and Health Information Exchange. David Allgood, Chair, called the meeting to order at 10:30 a.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood, Chair; Andrea Bennett (by phone); Susan Dunlap (by phone); Malea Hoepf Young; Regan Hunt; Rich Seckel; and Marcus Woodward. Gabriela Alcalde, Julia Costich, Patty Gregory, Tina McCormick, Bill Wagner, and Kathy Wheeler were not present at the meeting.

Staff Present: Miriam Fordham, Wanda Fowler, Jasmine Hall, Kris Hayslett, Jean Klinge, Vanessa Petrey, and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the January 21, 2015, meeting, as amended, seconded, and approved by voice vote.

Update on 2015 Open Enrollment

Lavina Johnson, kynect Program Manager, reported that during the 2015 Open Enrollment Period, 75,000 individuals were passively re-enrolled into 2015 plans, and nearly 29,000 additional individuals enrolled in new Qualified Health Plans (QHP). There were 787,000 unique visitors to the kynect website since the beginning of open enrollment, and 47,000 new accounts created in the Kentucky Online Gateway. Also, 730 individuals have enrolled during the current Special Enrollment Period for those impacted by tax penalties, which runs through April 30, 2015.

Jean Klinge, Division Director, Kentucky Office of Health Benefit and Health Information Exchange (KOHBHIE), informed committee members that Kentucky had the second largest uninsured rate drop in the country, behind only Arkansas. Currently, Kentucky's uninsured rate is 9.8 percent.

Also, a Medicaid expansion report commissioned by Governor Beshear found that there has been an increase of 52 percent in primary care revenue, which indicates individuals are using their new insurance, and there is a corresponding economic impact. This report highlighted that with the Medicaid expansion, there has been \$1.16 billion in new revenue to health care providers in 2014; hospitals received more than \$506 million; provider revenue has grown more than 26 percent from 2013 to 2014; pharmacy revenues are up 58 percent; and hospitals showed an average growth of 20 percent in receipts.

Update on Form 1095-A Process

In mid-to-late January, all the 1095-A forms were generated and sent to consumers. There are a few identified populations that will need corrected 1095-A forms and steps are being taken to gather the necessary information to amend the forms for these individuals.

Update on Outreach Efforts

Ms. Klingle announced new grant money has been acquired from the federal government to launch new initiatives leading up to the 2016 Open Enrollment Period. kynect will be working with the Healthy Re-entry Coalition to assist those being released from incarceration with acquiring health insurance. Grant money will be used to create a video that can be shown in all prisons, county jails and parole offices across the state that talks to the re-entry population about getting health coverage after being released. A fact sheet or brochure also will be produced similar to the existing “How To kynect” brochure but in a more simplified format.

There also is funding to get translations of the kynect fact sheets and possibly the paper applications into the various languages of populations residing in Kentucky. Additionally, there is money to reach out to populations in rural counties to help combat misinformation about asset forfeiture believed to be applicable to individuals having coverage through kynect. Money is also being earmarked to promote dental health, the Small Business Health Options Program (SHOP), and to target the young invincible population.

Efforts are underway to address how kynect can again have a retail store and hopefully expand that successful model to additional locations around the state. The Office is also exploring the possibility of designing a mobile application that allows users to apply for kynect on their cell phones. A social media thunderclap is being organized to correspond with the latest release of the kynect mobile application.

A meeting is taking place later in March between kynect, its kynectors, the Department of Medicaid Services, and the Department for Community Based Services to talk about renewal issues, changes of addresses, and the possibility of passively renewing coverage for the Medicaid population. Also, increasing outreach and communication with insurance agents is a priority going forward, and the idea of enhanced training is being considered since agents are such an influential group in securing QHP enrollments.

New Business

The next meeting of the subcommittee is scheduled for May 14, 2015, at 1:00 p.m., at the Kentucky Office of the Health Benefit and Health Information Exchange.

Adjournment

The meeting was adjourned at 11:45 a.m.